

Fig. 1



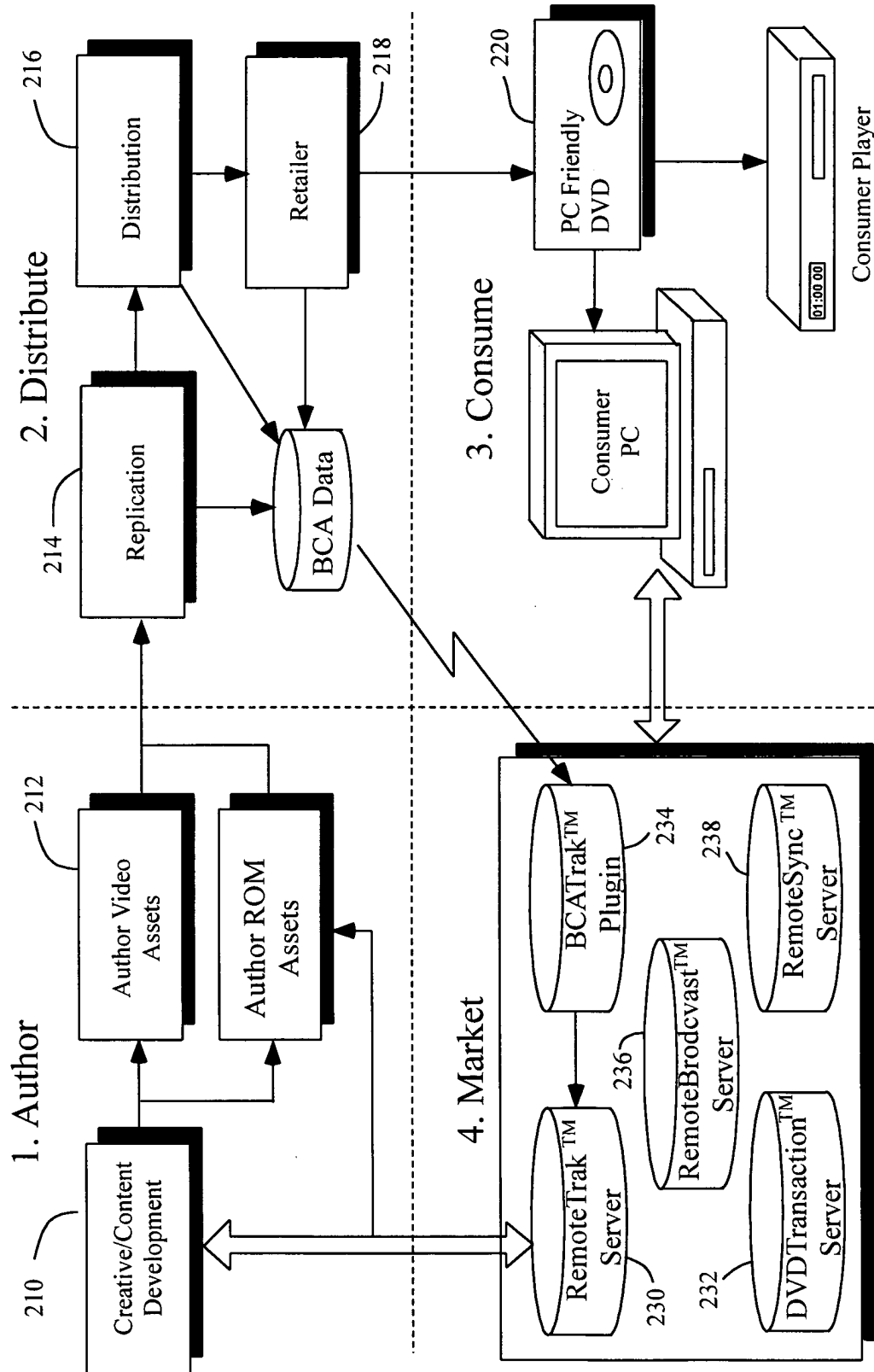


Fig. 2

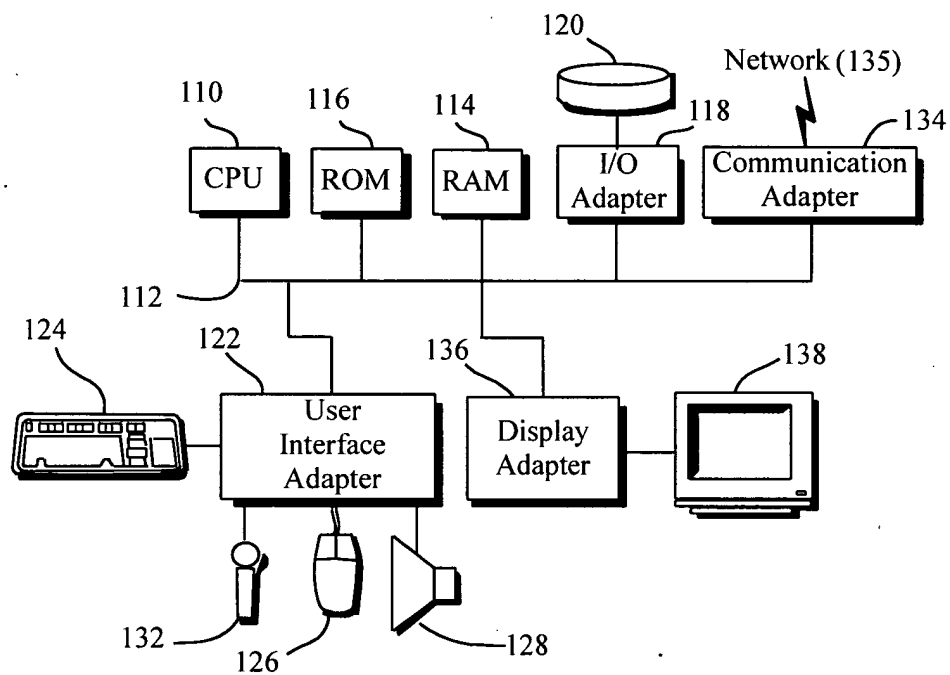


Fig. 3

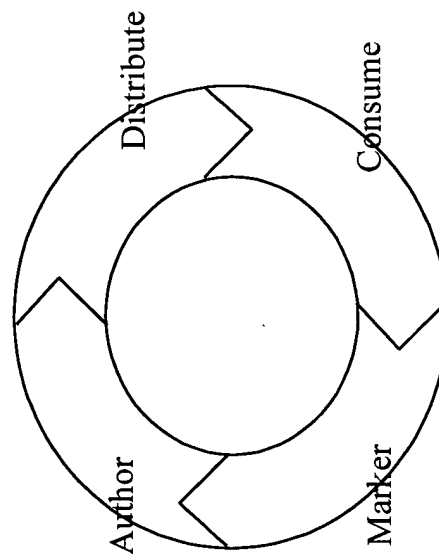
## DVD Life Cycle (pre-InterActual)



### Overview:

- 1) Very similar life cycle to video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TV/s.
- 2) Linear life cycle: No further contact with consumer.

## DVD Life Cycle (w/InterActual's Software)



### Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one.
- 3) Internet can be used to deliver new content.

Fig. 4



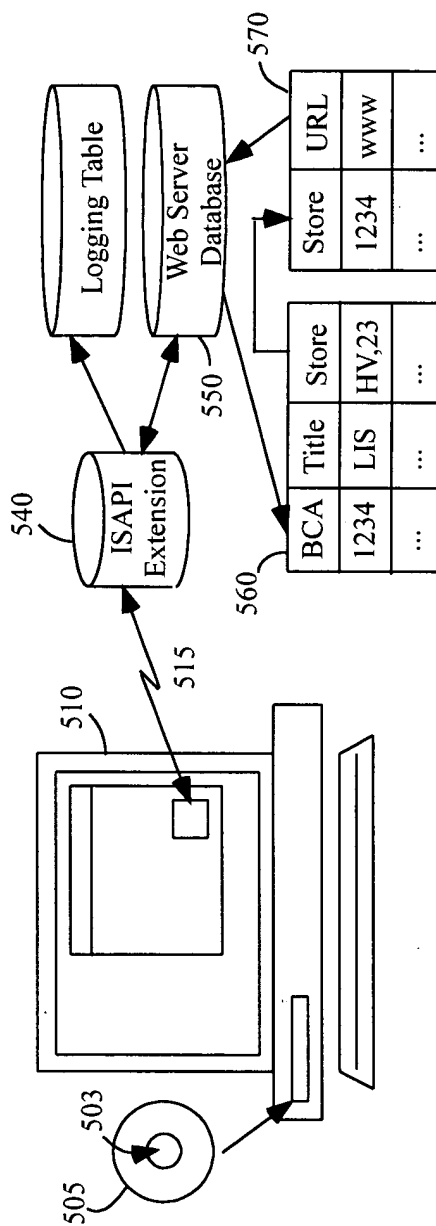


Fig. 5

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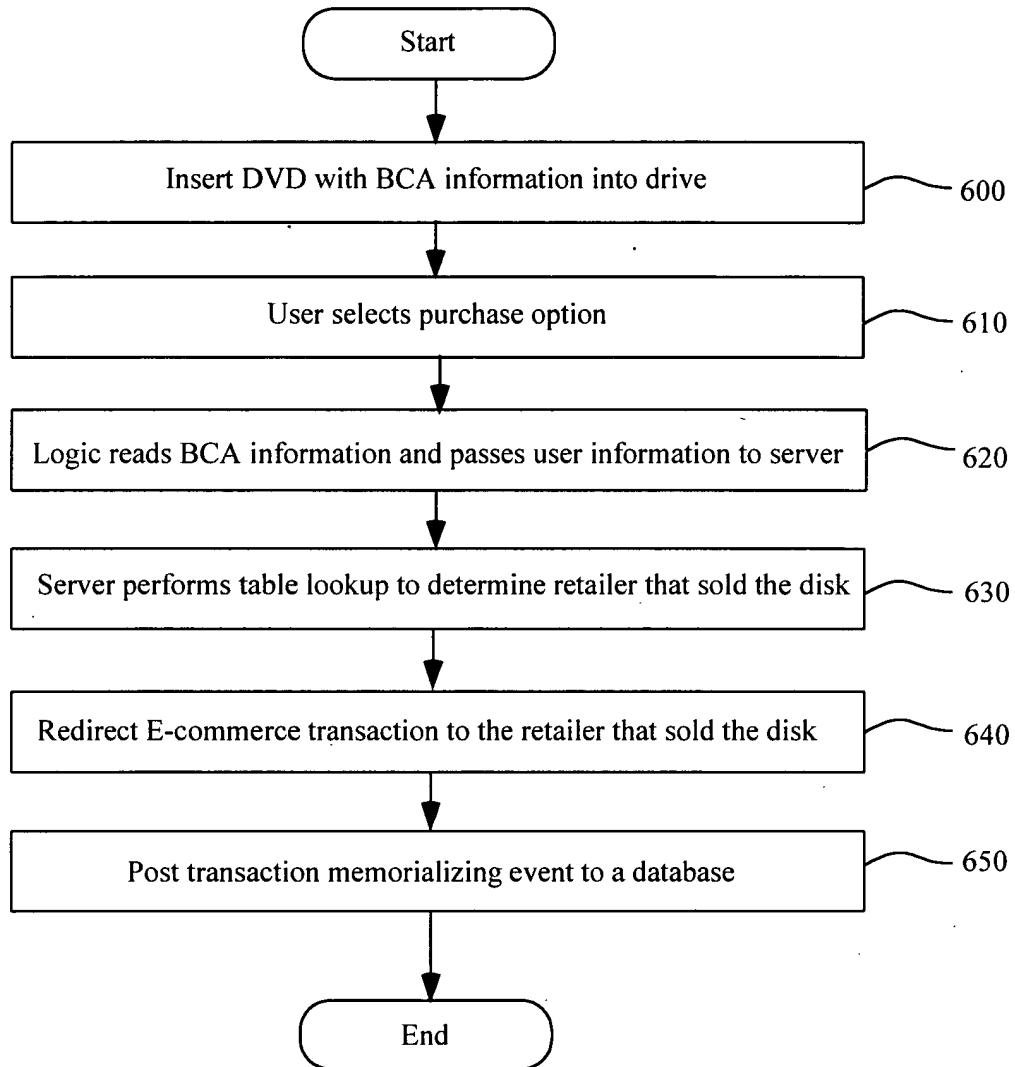


Fig. 6

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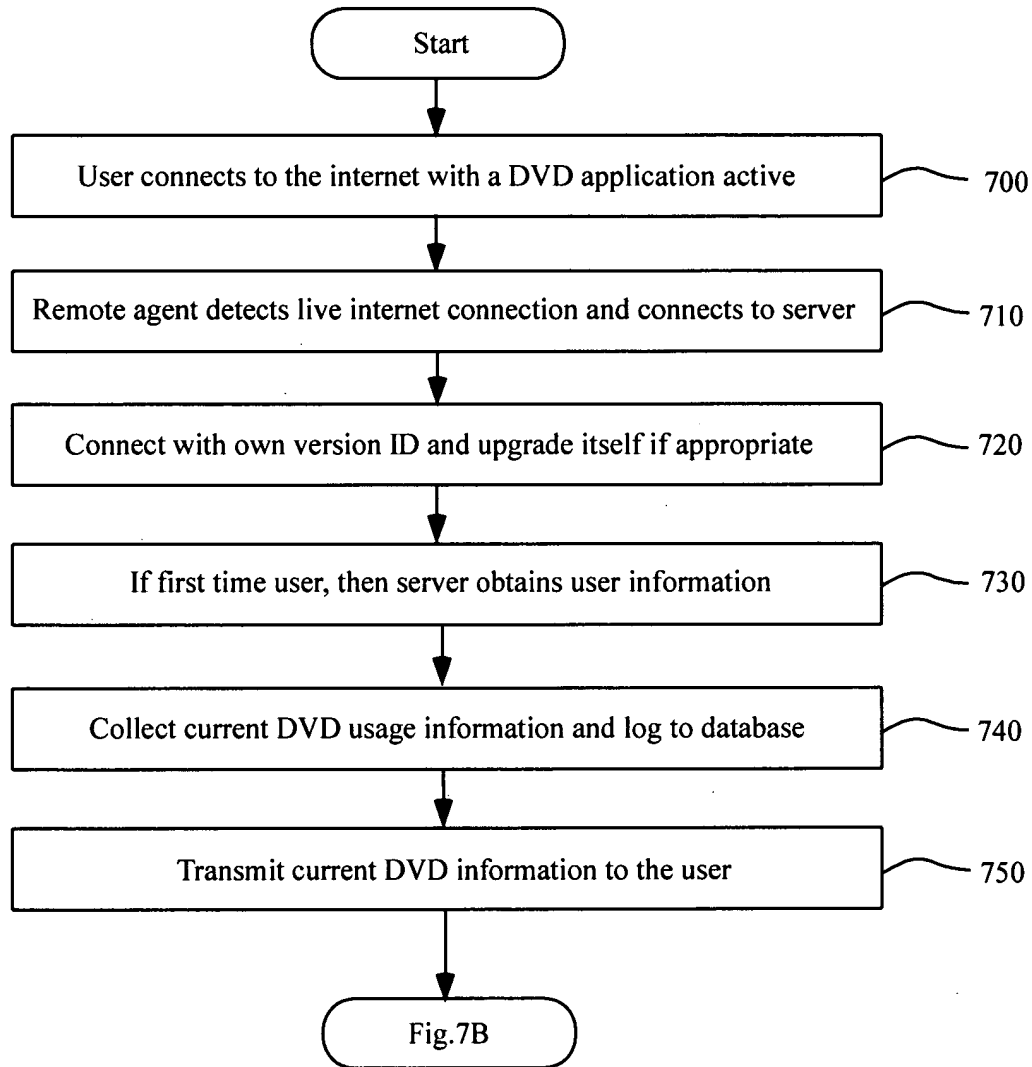


Fig. 7A

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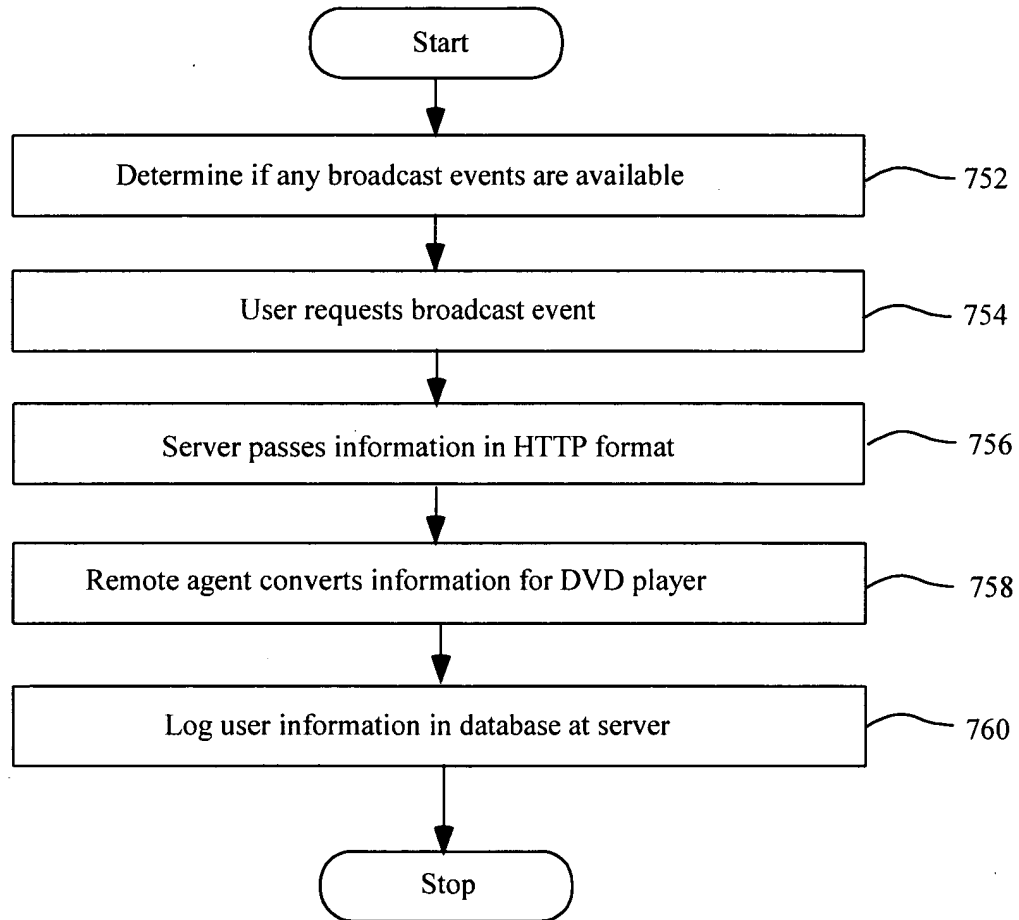


Fig. 7B



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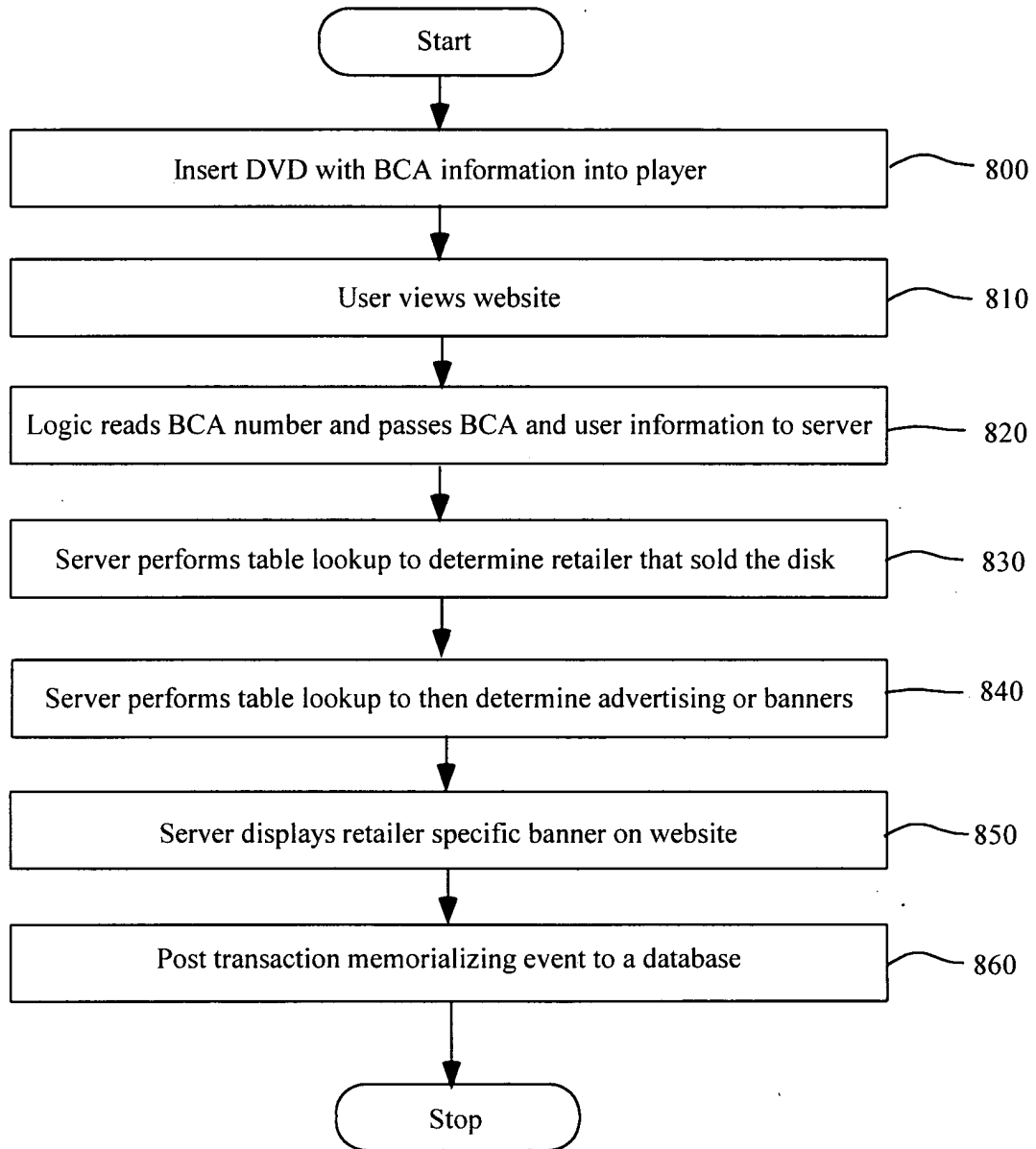


Fig. 8

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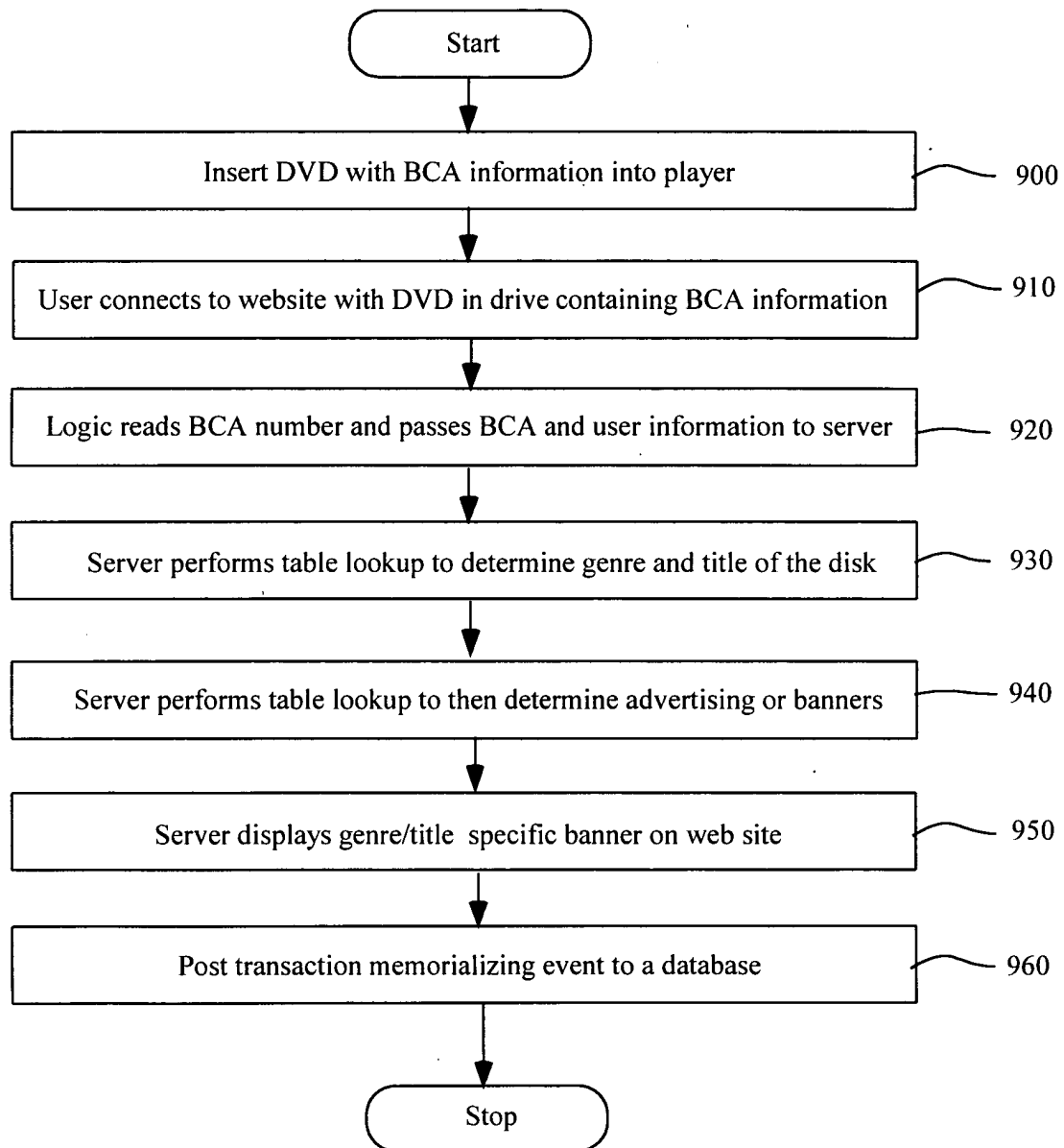


Fig. 9

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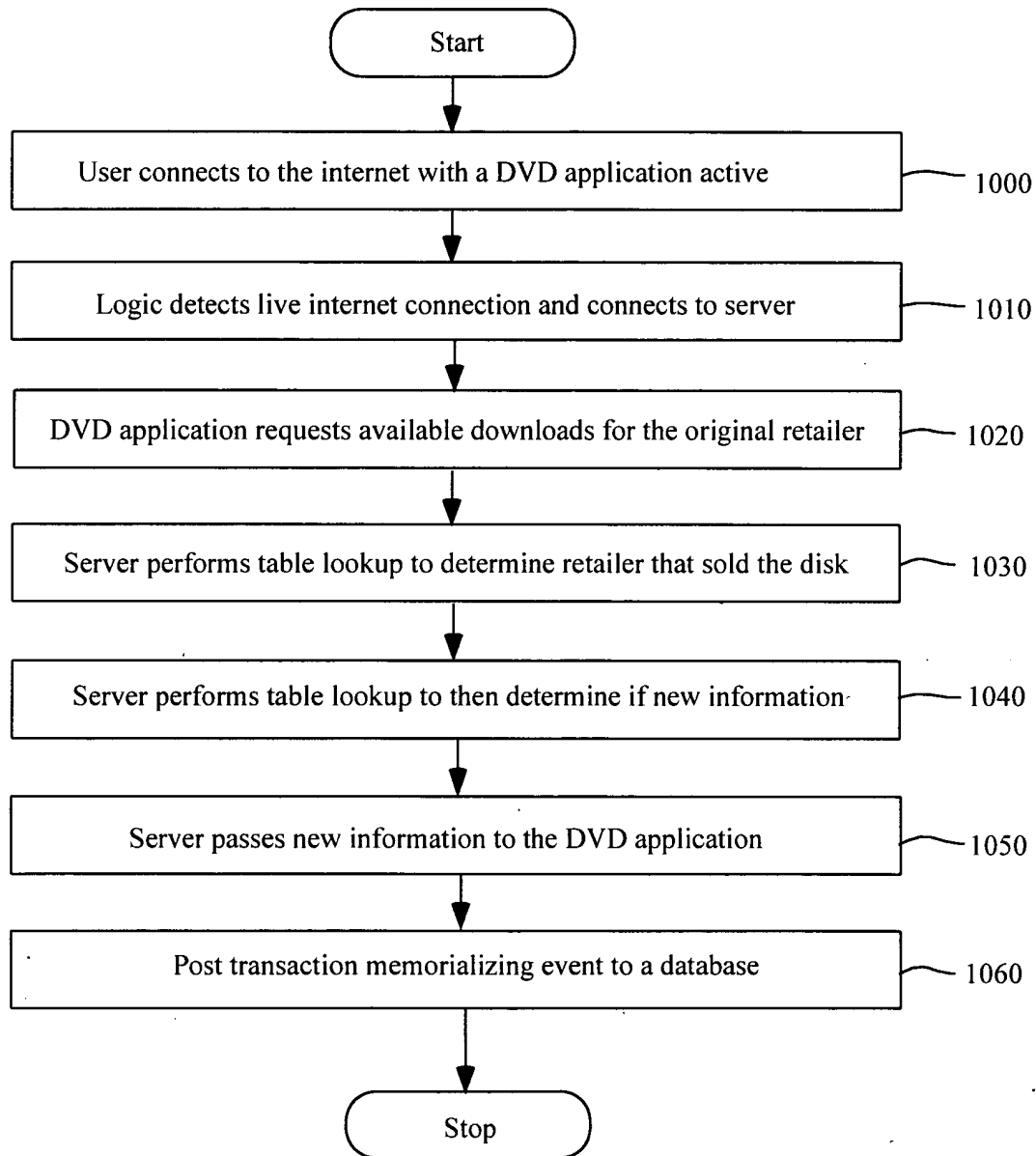


Fig. 10

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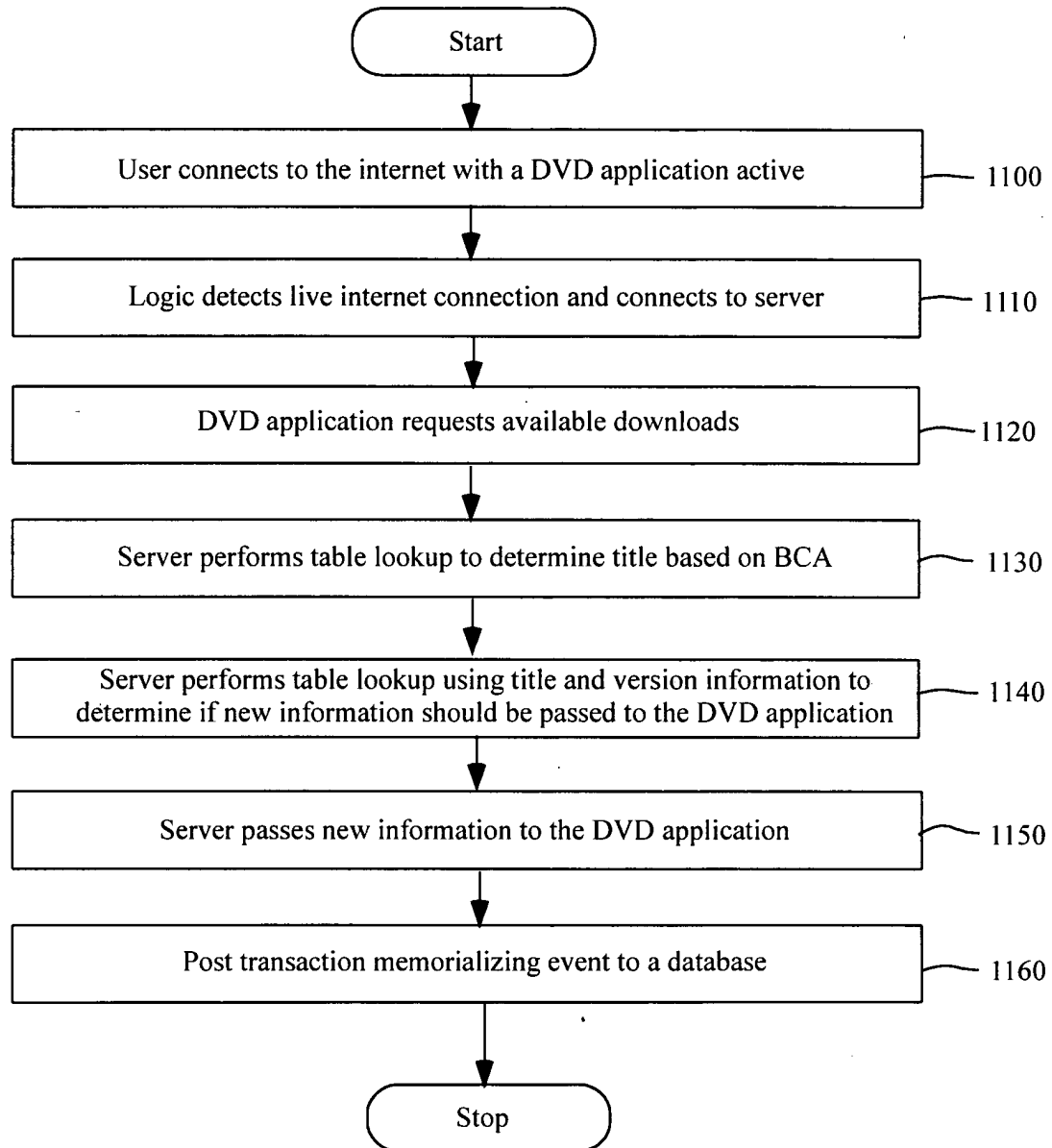


Fig. 11

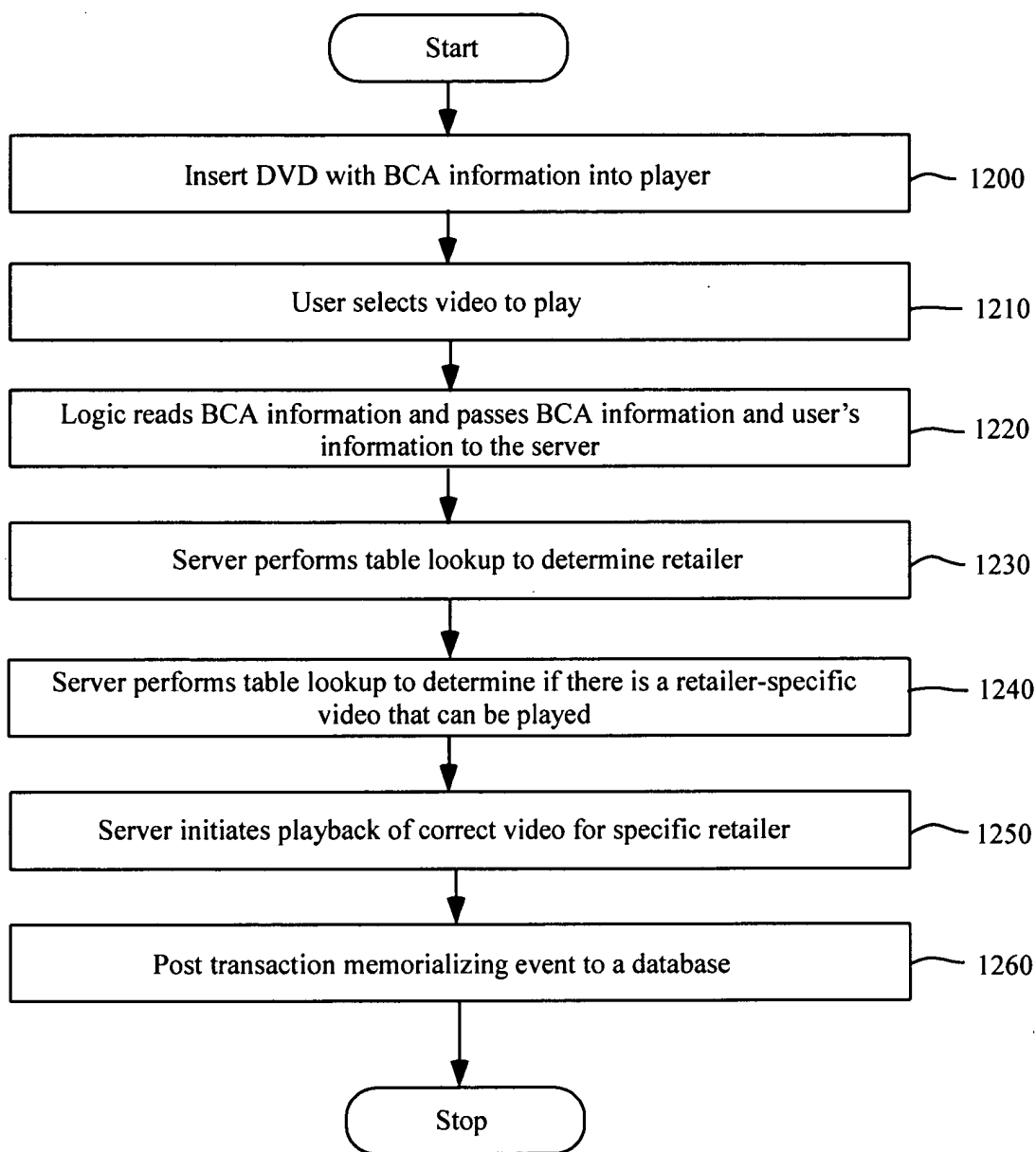


Fig. 12

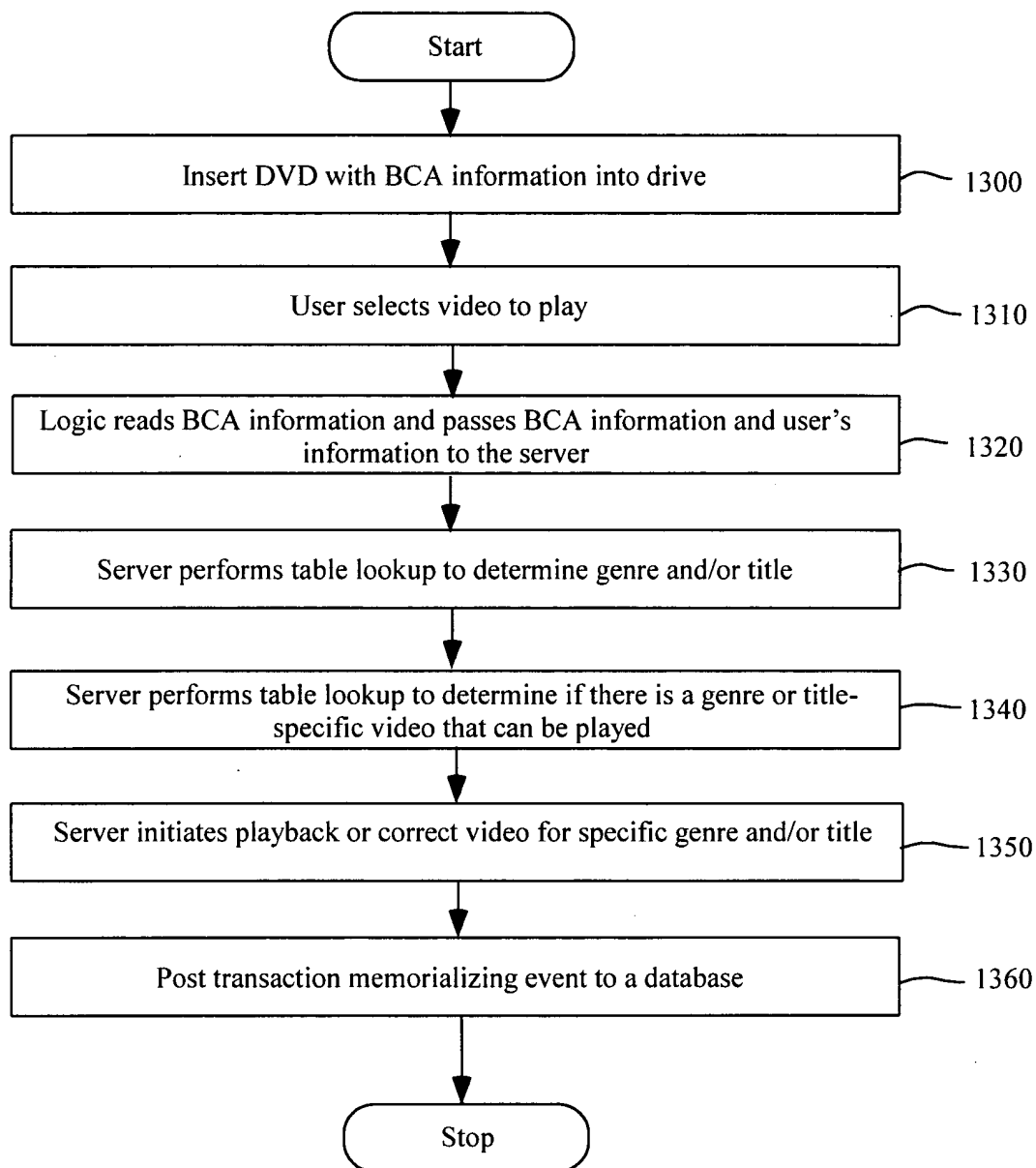


Fig. 13

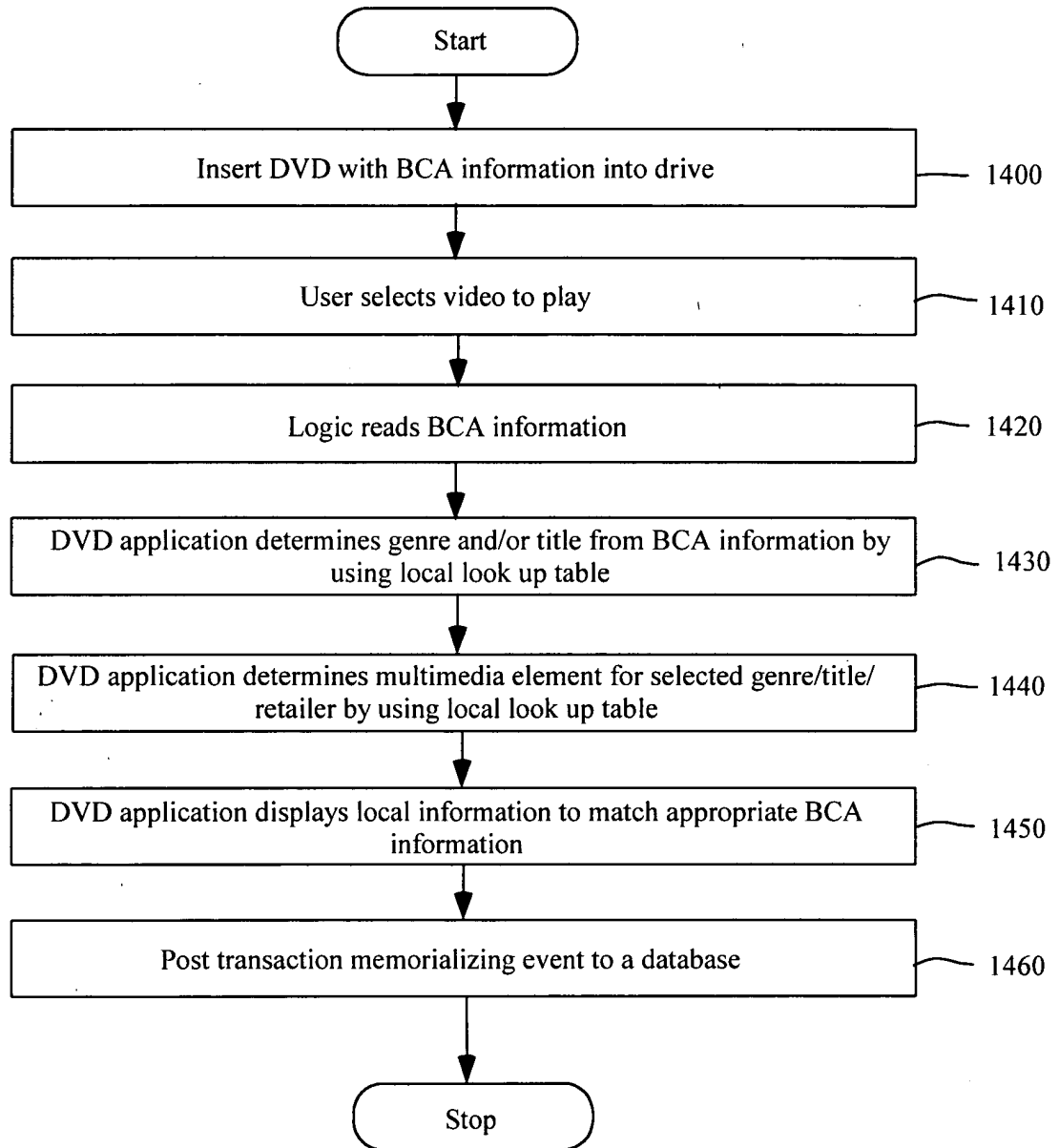


Fig. 14

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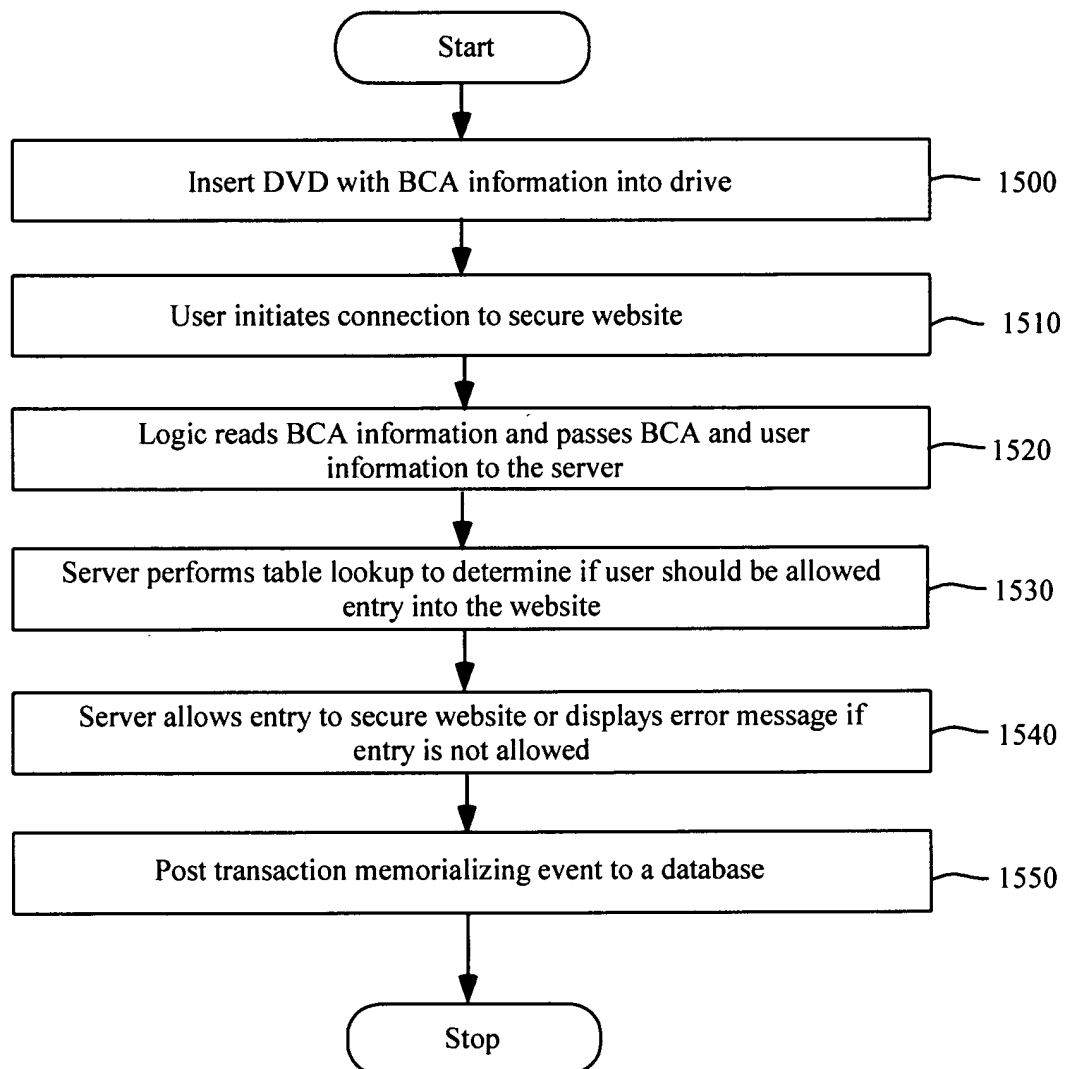


Fig. 15



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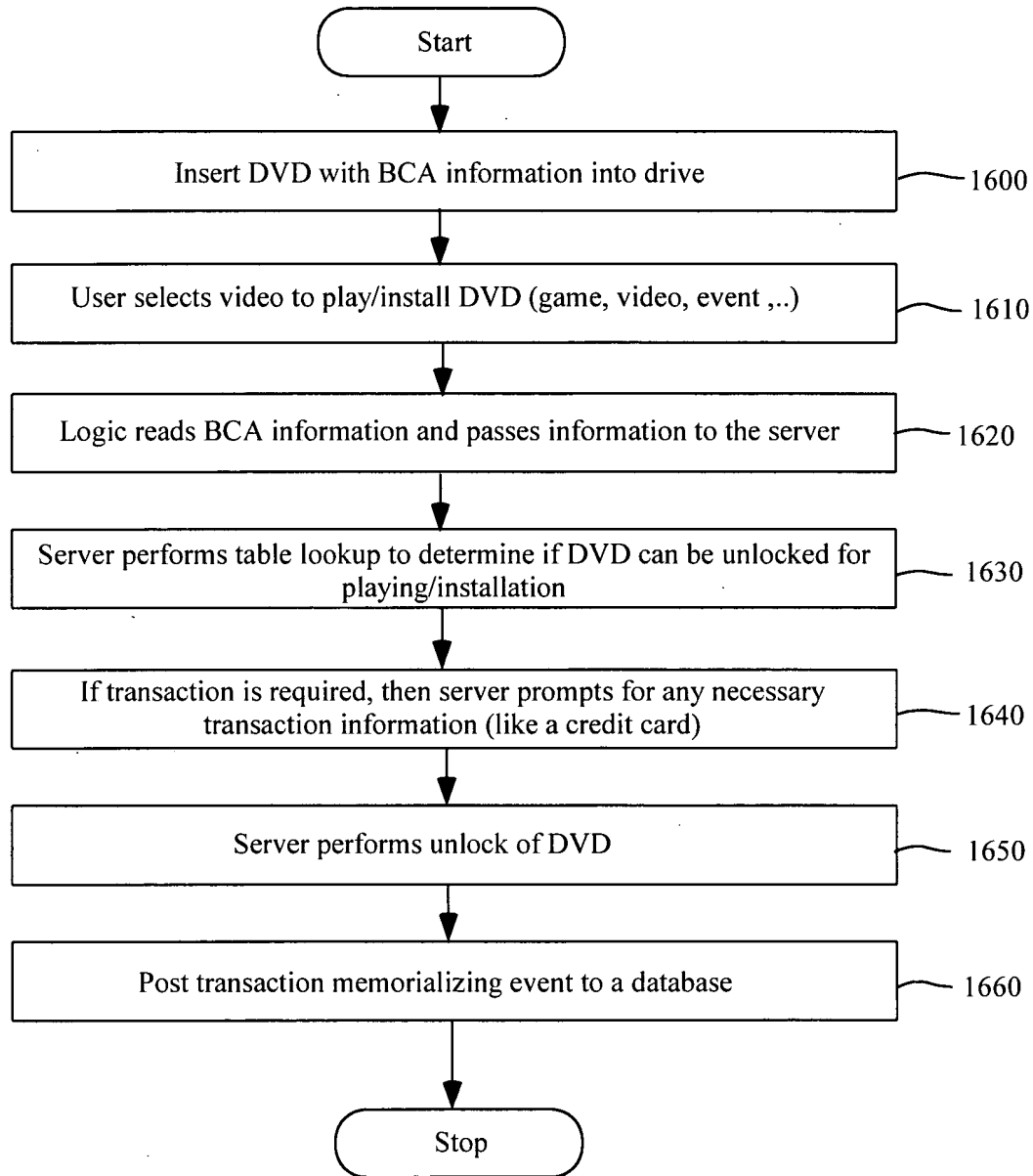


Fig. 16



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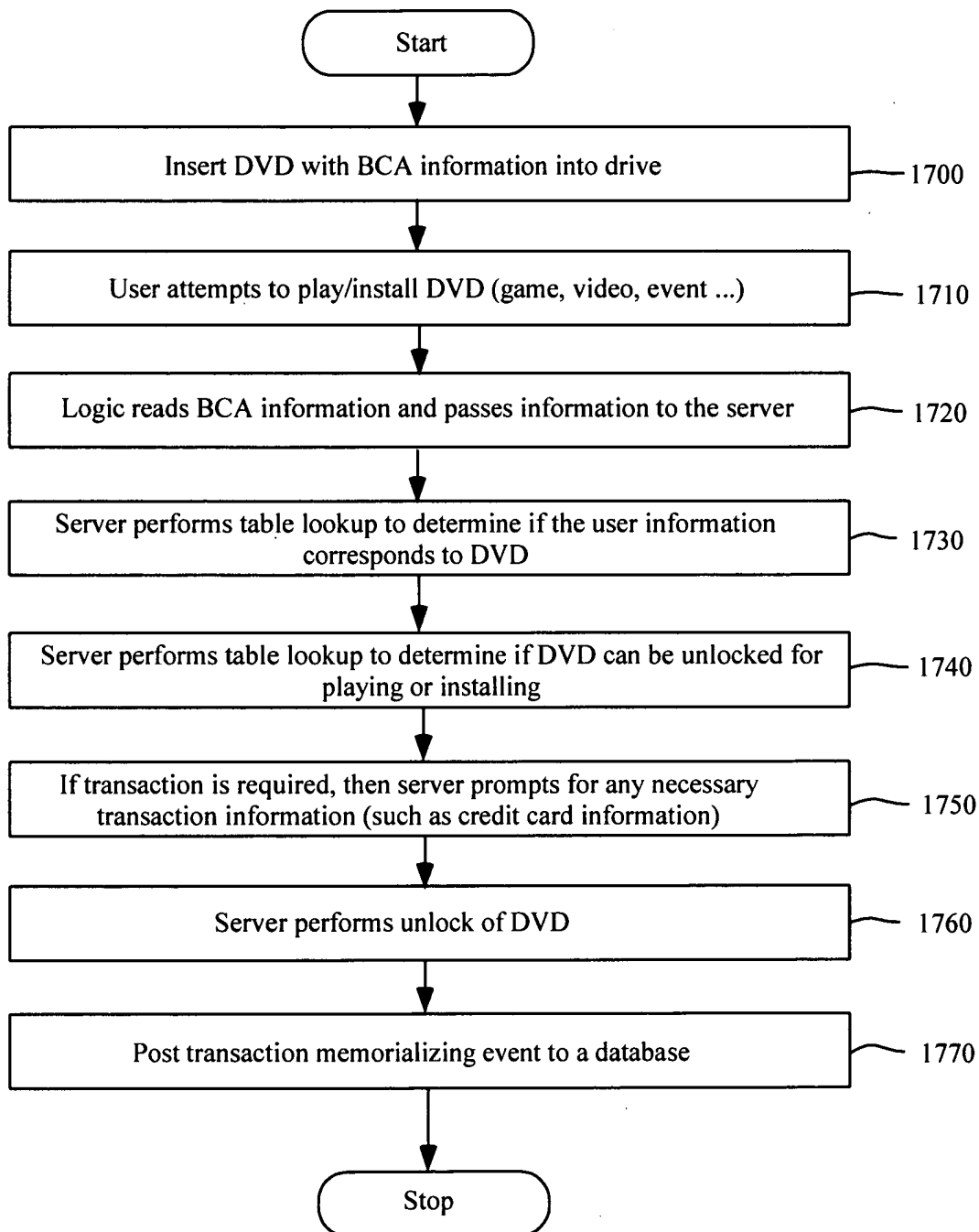


Fig. 17

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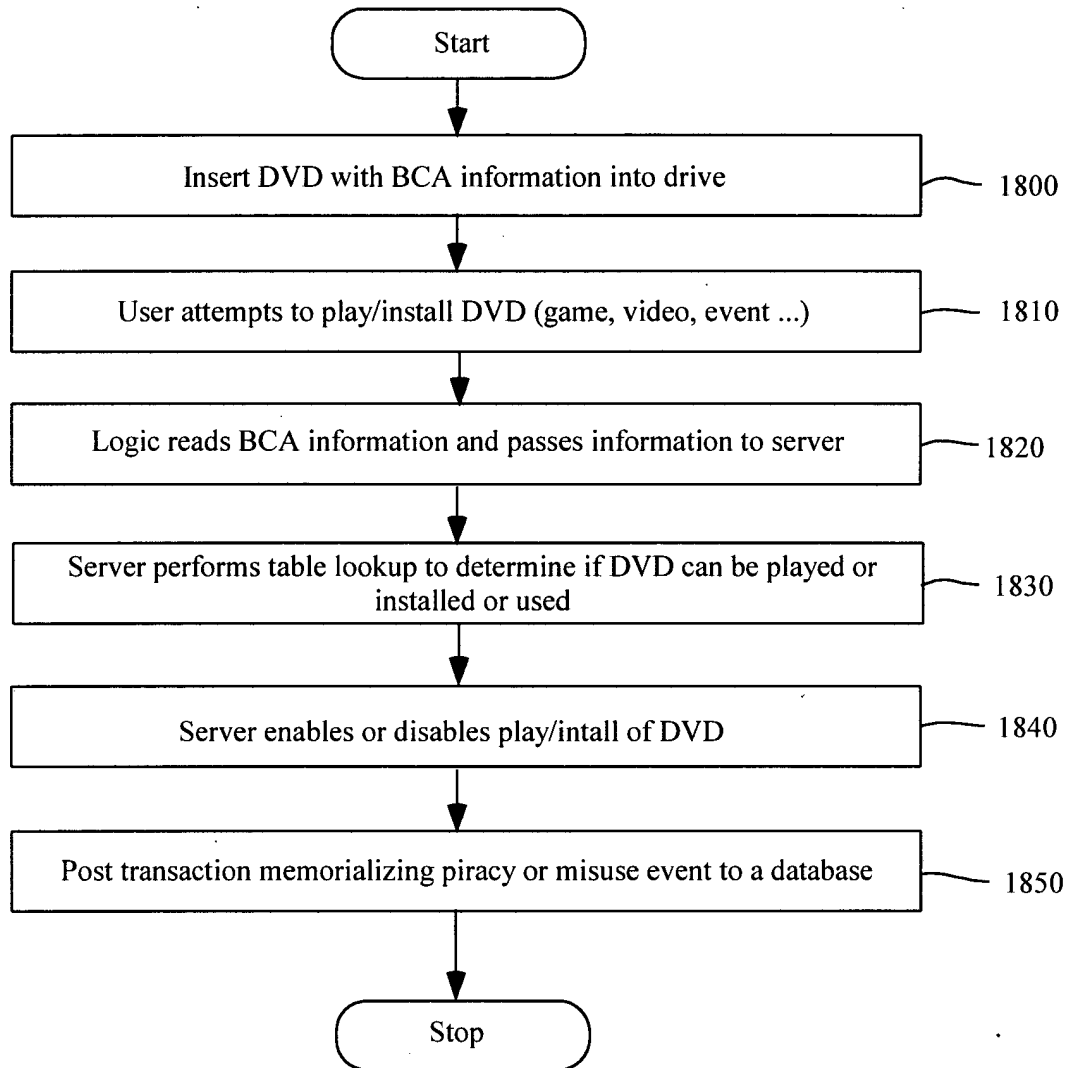


Fig. 18

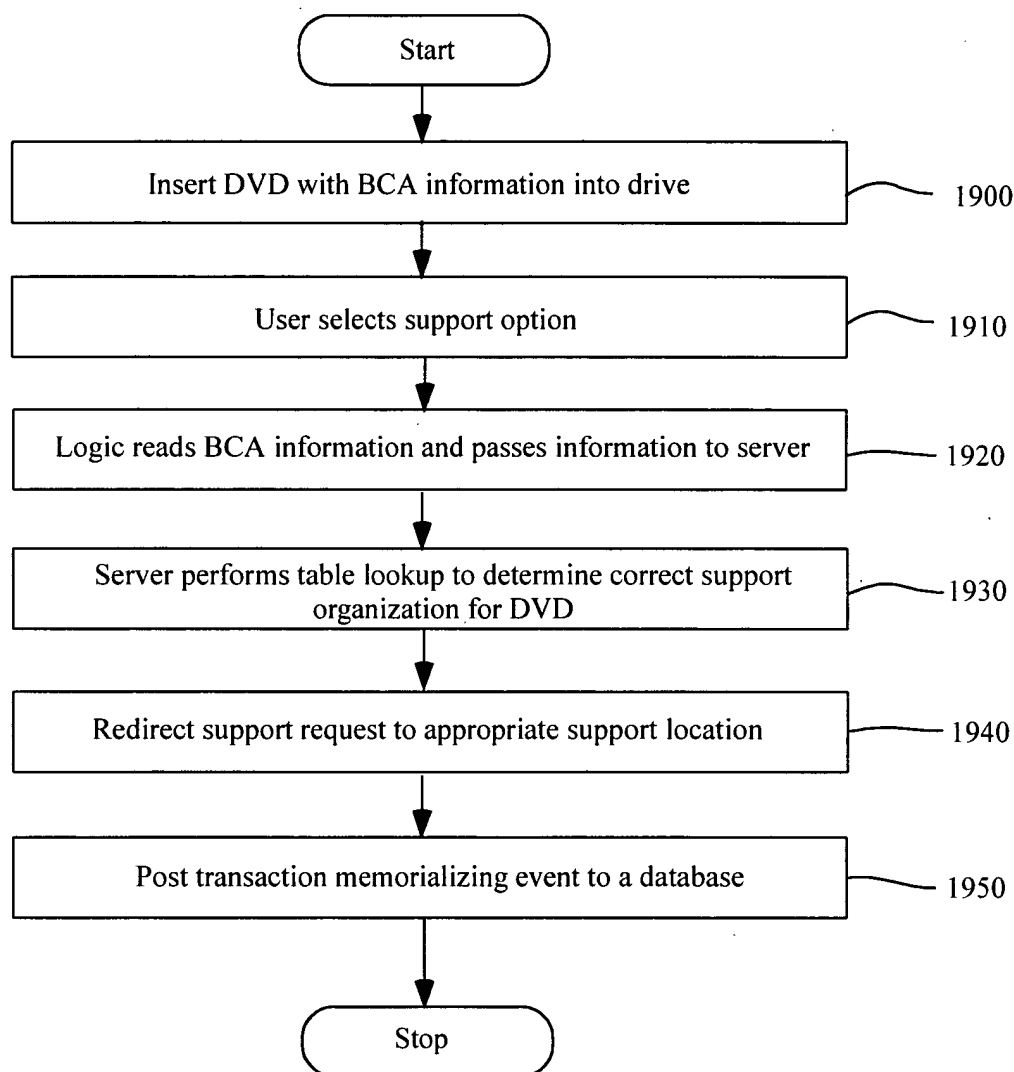


Fig. 19

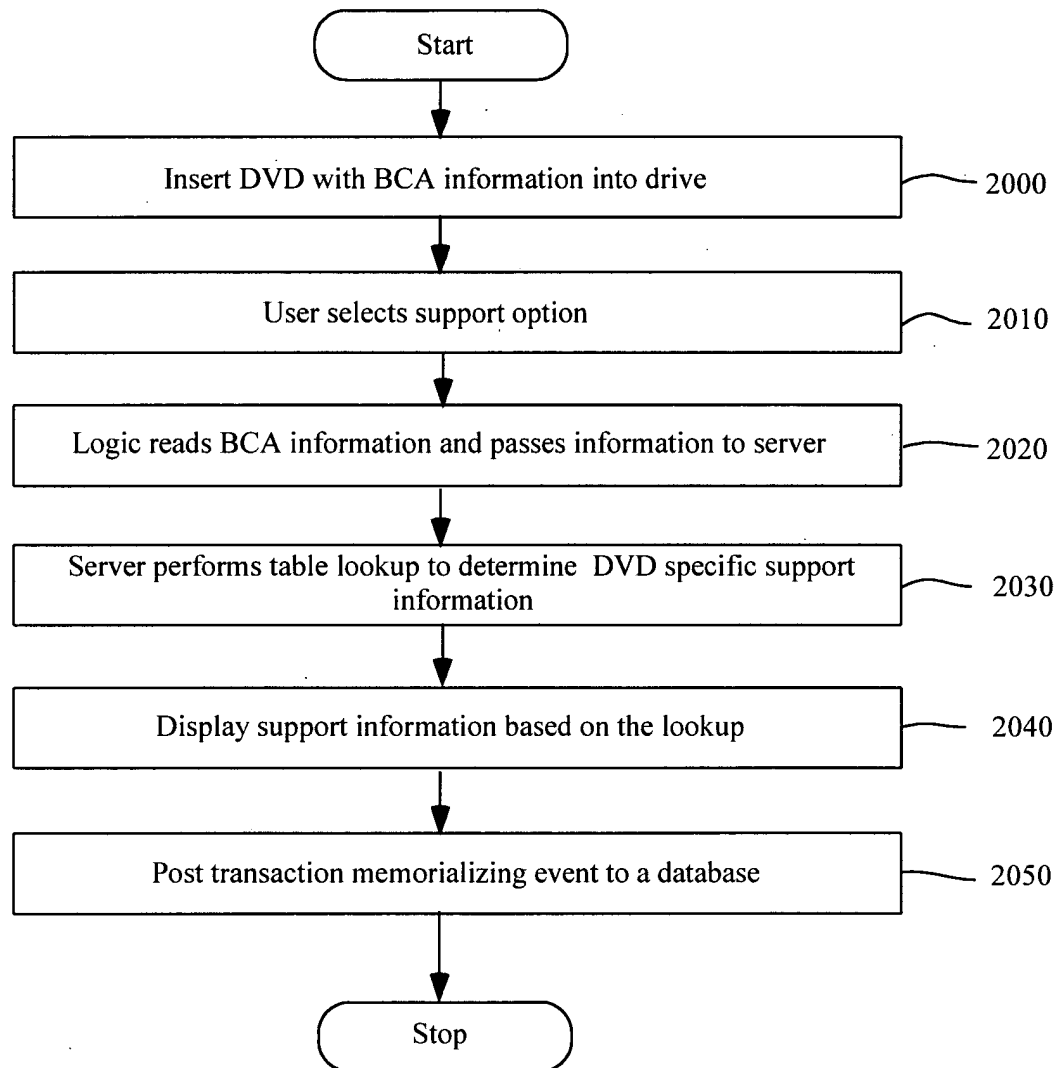


Fig. 20

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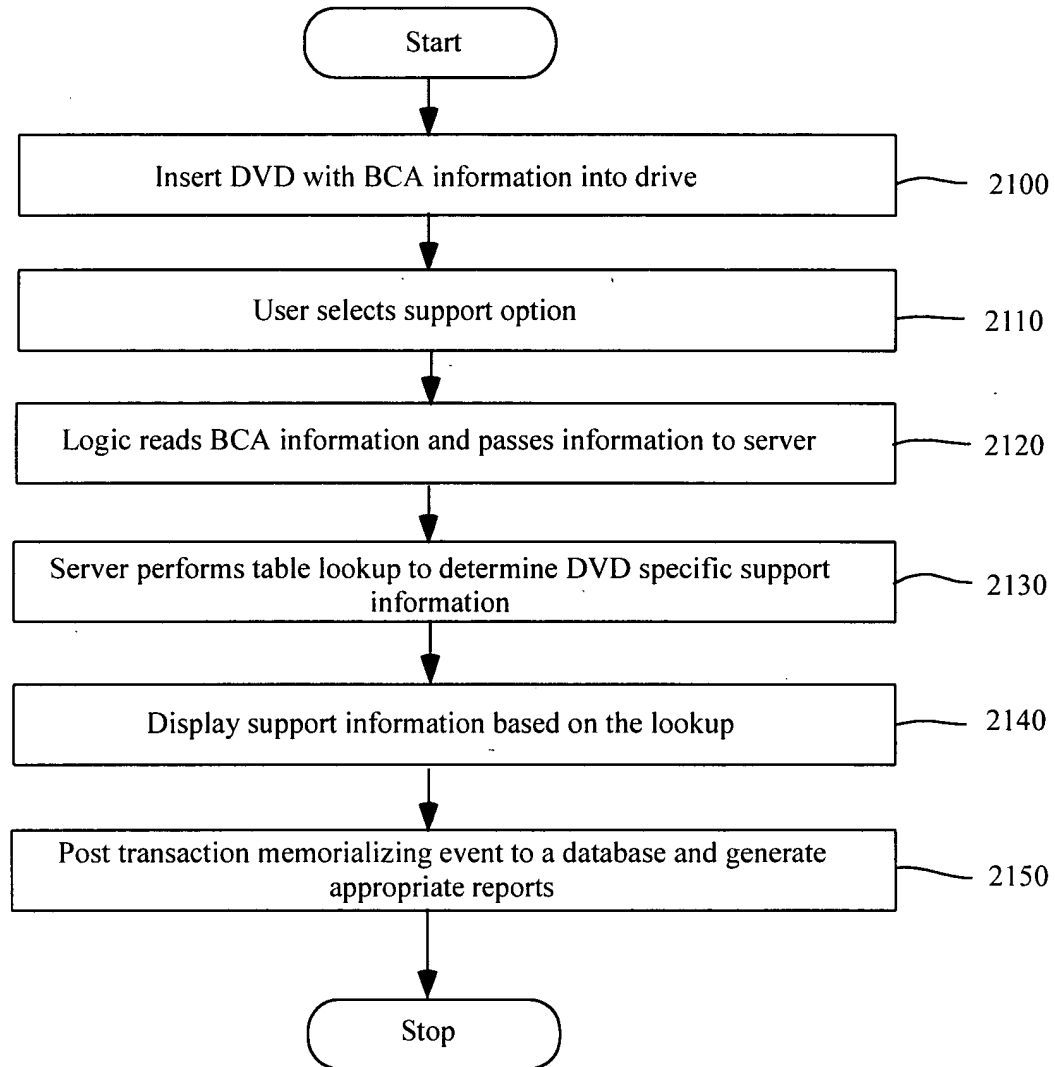


Fig. 21

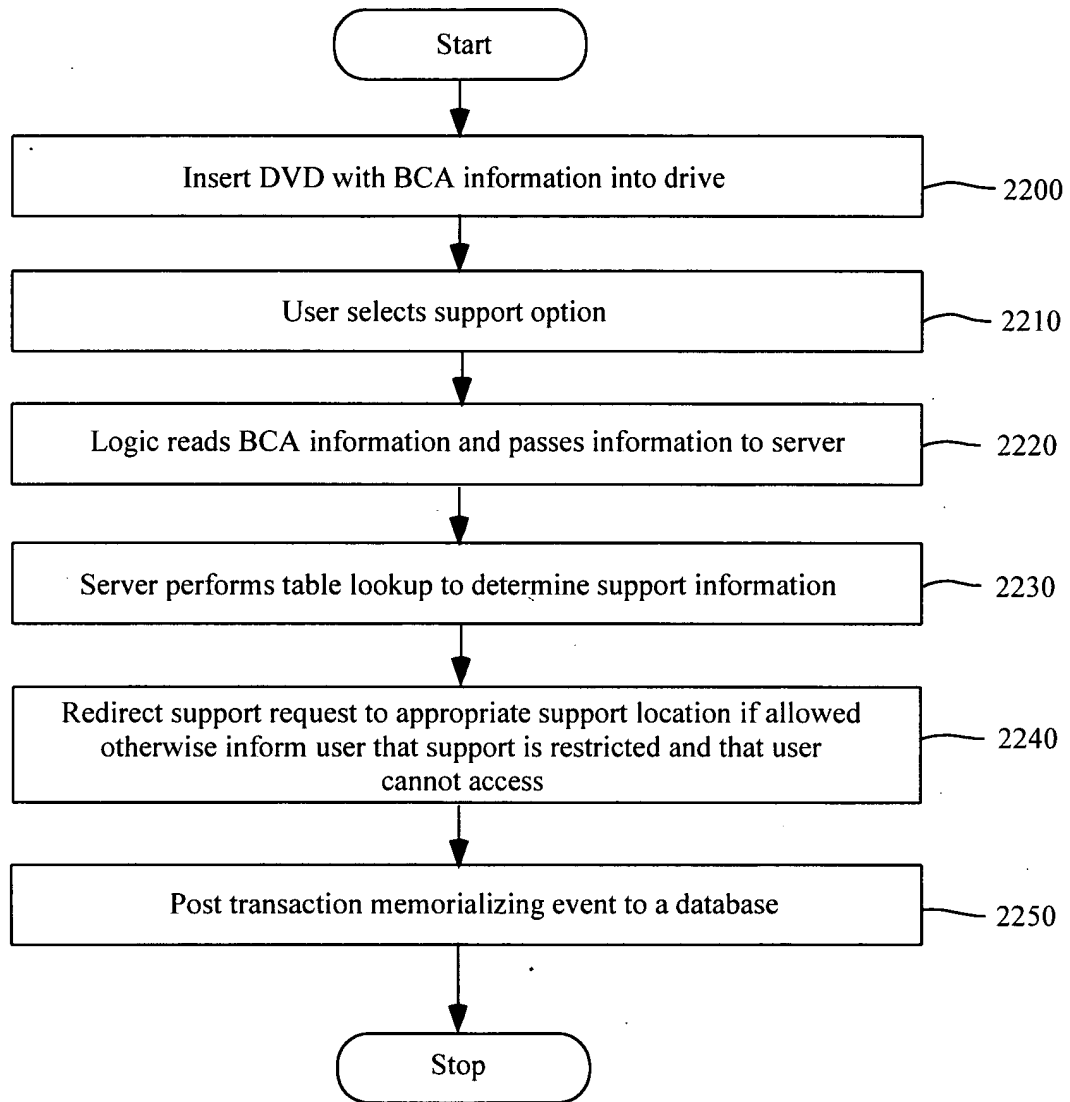


Fig. 22

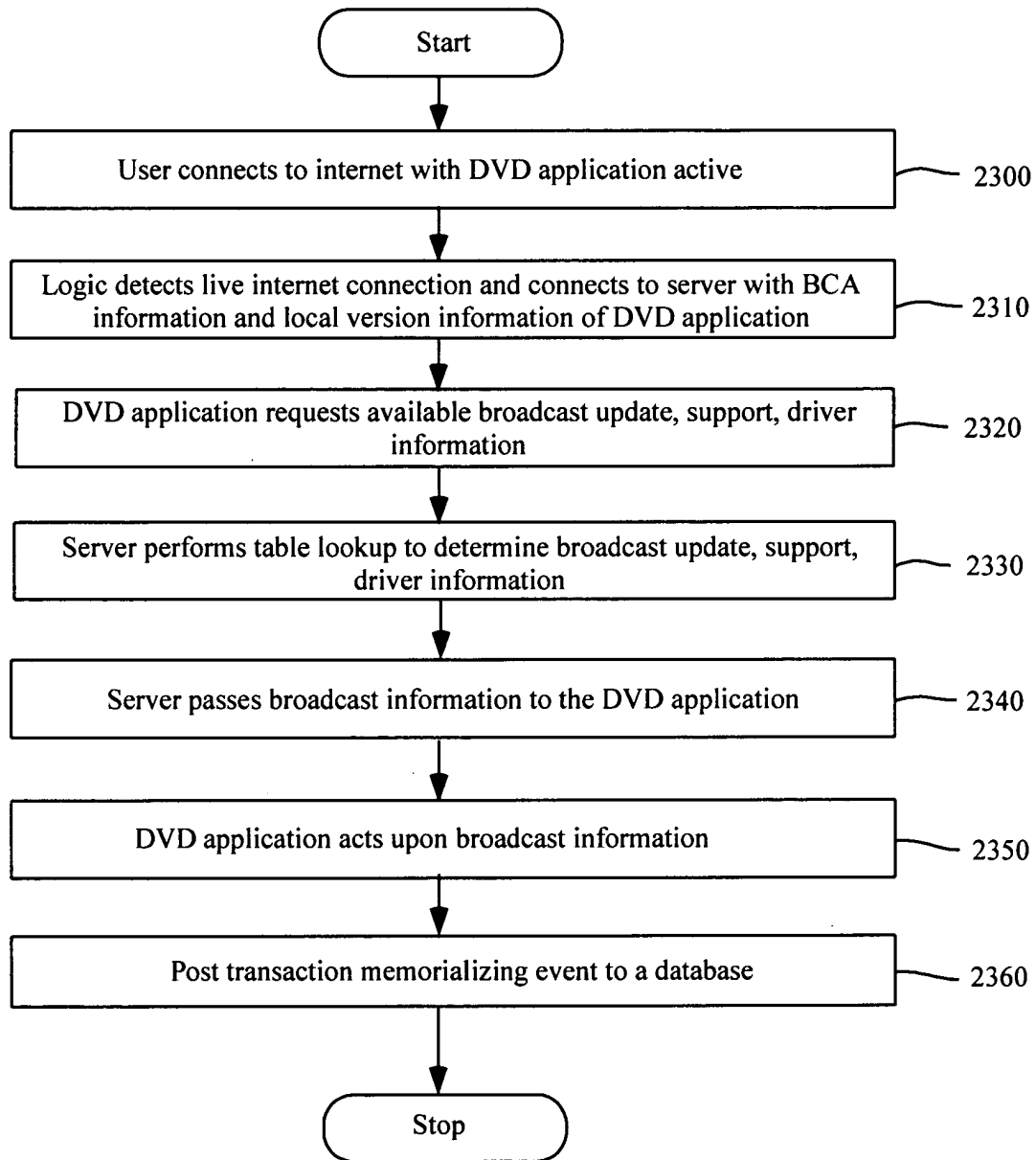


Fig. 23



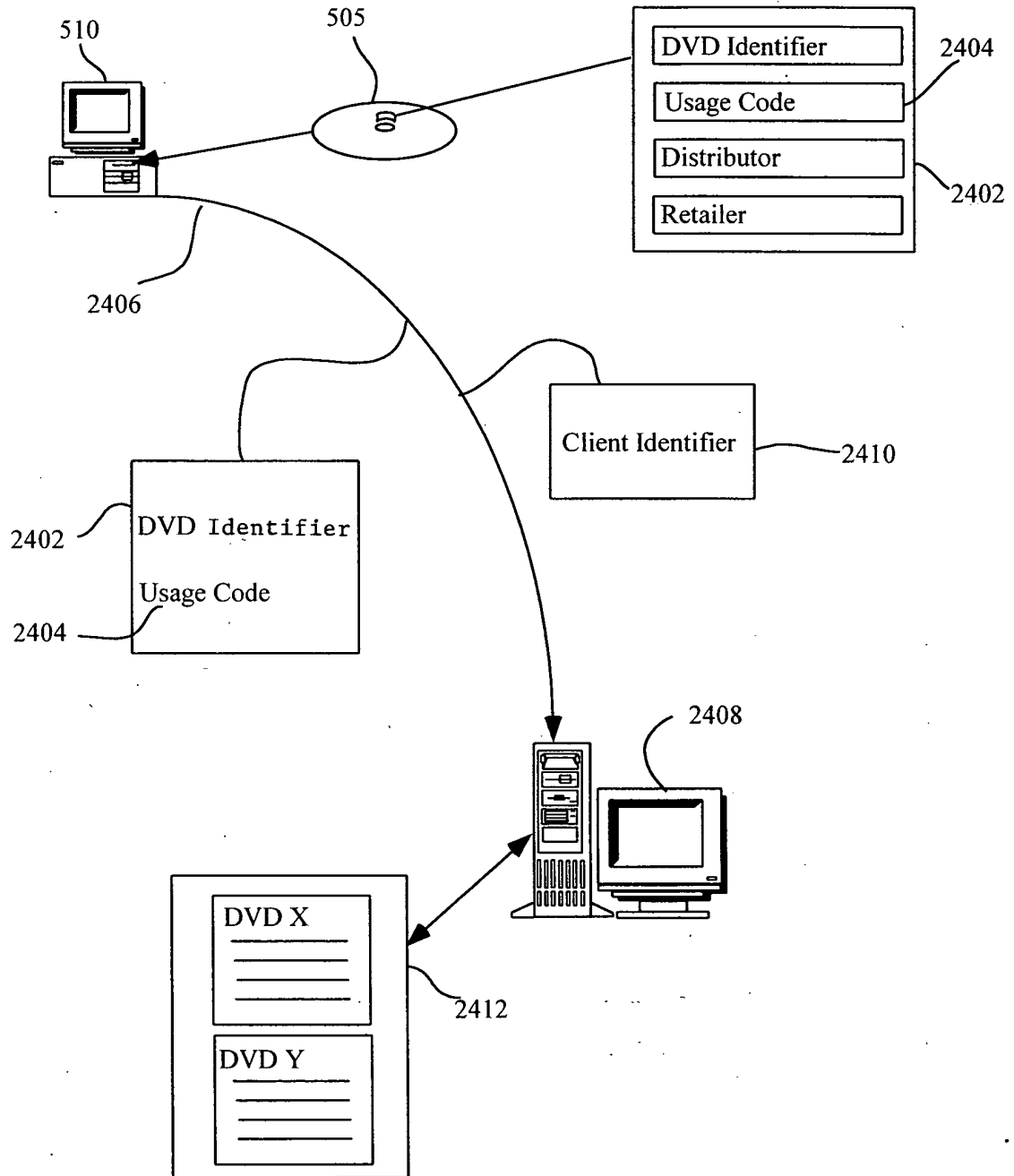


Fig. 24

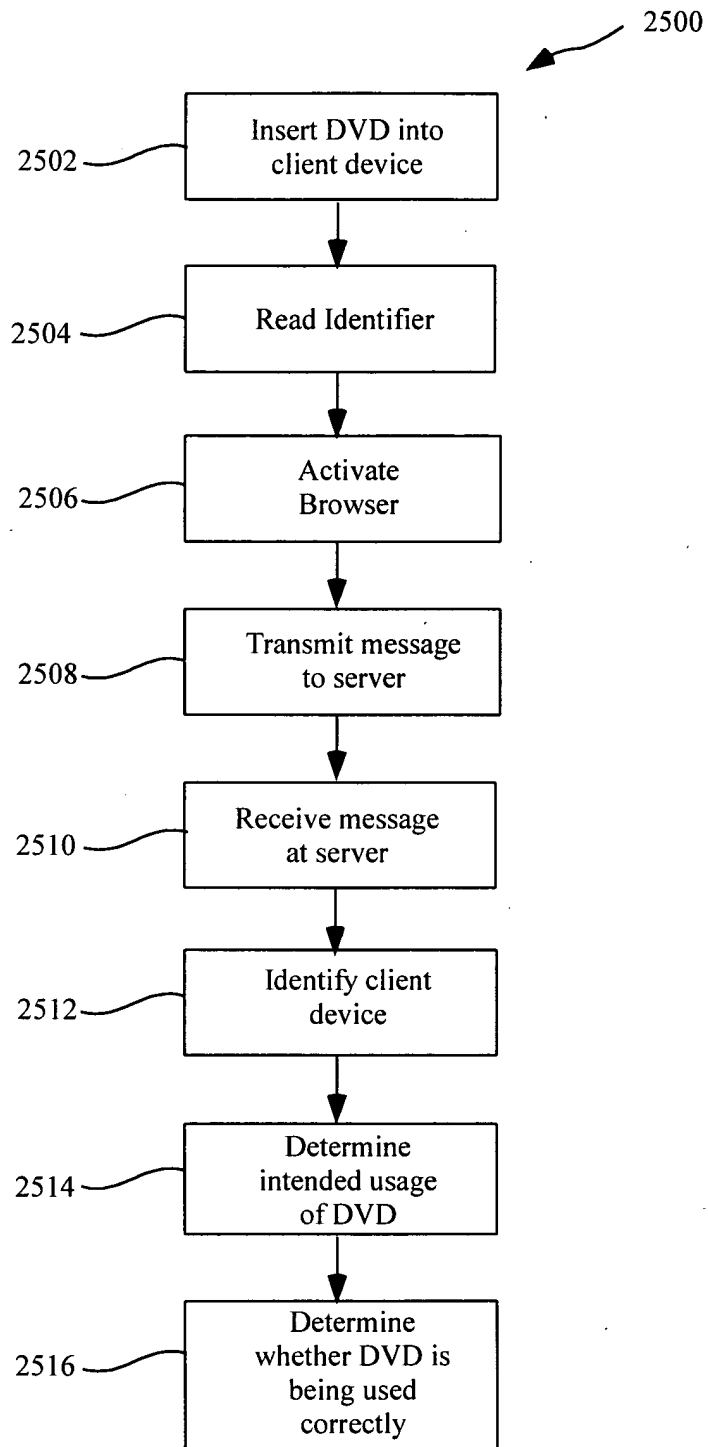


Fig. 25

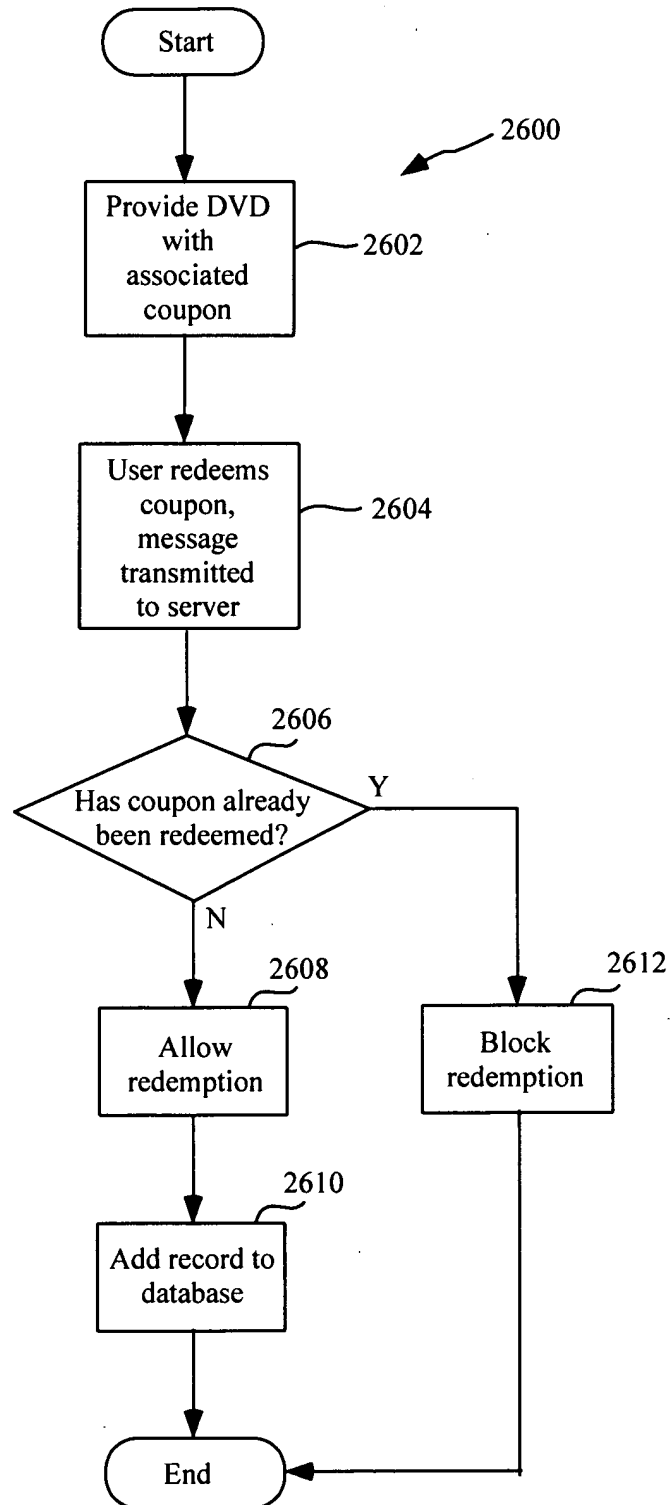


Fig. 26